

MONROE COUNTY, FLORIDA

JOB DESCRIPTION

Position Title: Manager Communications &
Web Site

date: August 28, 2000

Position Grade: 9

FLSA Status:

Job Code: 9-30

GENERAL DESCRIPTION

(The information of the description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.)

This position requires public communications and journalistic work as the official spokesperson for Monroe County involving a variety of pro-active public information programs. It also requires knowledge of the process to manage our County Web Site and coordinates with user departments for appropriate uses and updates.

KEY RESPONSIBILITIES

1. *Responsible for gathering, writing, preparing and editing material to be released to the news media, periodicals, or department brochures and pamphlets for presentation as public information.
2. *Meets regularly with members of the press to establish and maintain clear and effective lines of communication with media.
3. *Prepares or assists in the preparation of the County's annual report, public service announcements, video and television program productions.
4. *Assists citizens, individually or in groups, with their requests for access to public information, responds to telephone and written requests.
5. *Prepares, coordinates, disseminates and, as appropriate, participates in providing public service announcements, brochures, and radio and television programs designed to insure a high level of public awareness and knowledge concerning hurricane preparedness and disaster threat responsiveness.
6. *Establish procedures for utilizing County Web Site and coordinates with County Departments their input for the Web Site. Responsible for monitoring currency and quality of information.
7. Responsible for communicating with the public concerning the activities of County Government. This could include special articles on County services, news releases, and the production of informational programming for Channel 16.
8. Oversees necessary training for Department Heads in the uses of the County Web Site.
9. All other duties as assigned that involve the communication of county business to the public.
10. Loads Agenda information on County's Web Site.

***Indicates an essential job function**

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KEY JOB REQUIREMENTS

Education: Associate's Degree or Two Year College equivalent required. Bachelor's Degree Preferred. Major (s) required: Public Administration, Business, Public Relations, Journalism, English.

Experience: 3 years to 5 years. Minimum amount of prior related work experience. Experience should be taken into consideration if lacking required education.

Impact of Actions: Makes decisions and final recommendations which routinely affect the activities of an entire division. Position duties may include responsibility for developing strategic plans for one or more divisions.

Complexity: Analytic: Work is non-standardized and widely varied requiring the interpretation and application of a substantial variety of procedures, policies, and/or precedents used in combination. Frequently, the application of multiple, technical activities is employed; therefore, analytical ability and inductive thinking are required. Problem solving involves identification and analysis of diverse issues.

Decision Making: Analytic: Supervision is present to establish and review broad objectives relative to basic position duties or departmental responsibilities. Independent judgment is required to study previously established, often partially relevant guidelines; plan for various interrelated activities; and coordinate such activities within a work unit or while completing a project.

Communication

with Others: Requires regular contacts with internal and external persons of importance and influence involving considerable tact, discretion and persuasion in obtaining desired actions and managing relationships at a high level.

Managerial

Skills: Involves no responsibility or authority for the direction of others.

Working Conditions/

Physical Effort: Normal office situation. Typically sitting at a desk or table. Some Travel.

APPROVALS

Department Head:

Name: _____ Signature: _____ Date: _____

Division Director:

Name: _____ Signature: _____ Date: _____

County Administrator:

Name: _____ Signature: _____ Date: _____

On this date, I have received a copy of my job description relating to my employment with Monroe County:

Name: _____ Signature: _____ Date: _____